

OPTIMIZING YOUR
MARKETING
FUNNEL FOR
BUSINESS GROWTH



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TERRALFLETCHER.COM

# WHAT IS AI? (AND WHAT IT'S NOT)



✓ Enhances human
 creativity, not replaces it
 ✓ Automate repetitive
 tasks, not make decisions

## WHY AI MATTERS IN MARKETING



- Boost productivity
  - handle repetitive tasks
- Customer targeting
- Tools for:
  - content creation
  - o social media



Awareness – Trend watch, content creation

Interest – engage, personalize

Consideration – Compare and evaluate

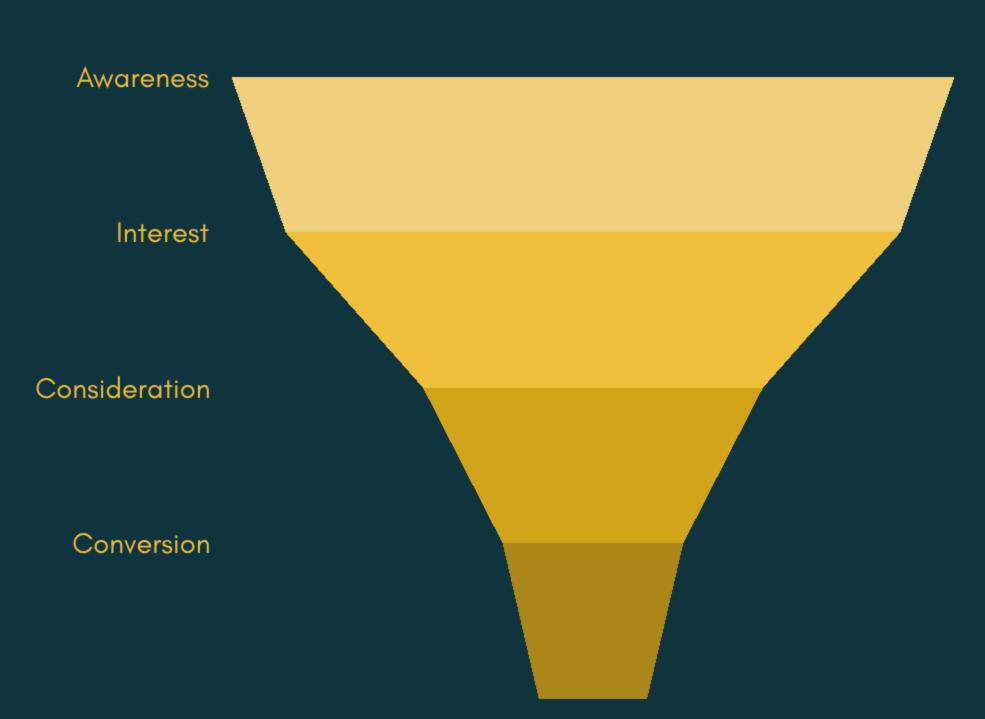
Conversion – Decisions, A/B test CTAs

## AWARENESS

# Identify:

- Keywords
- Topics
- Conversations



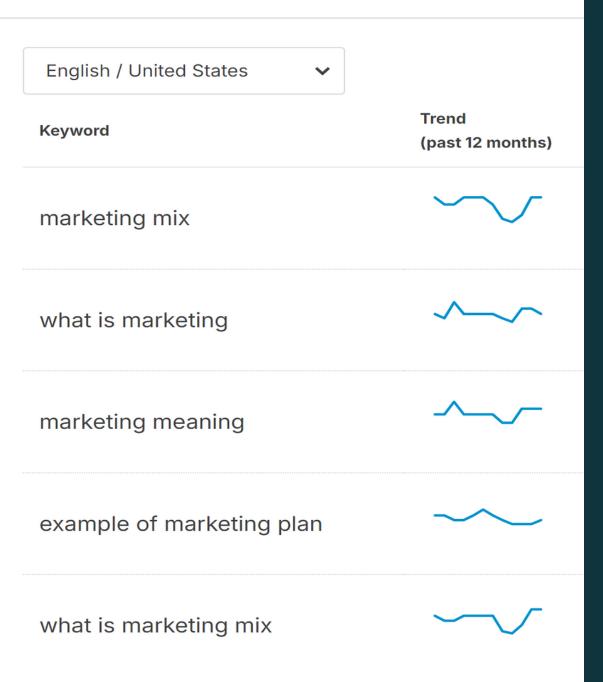


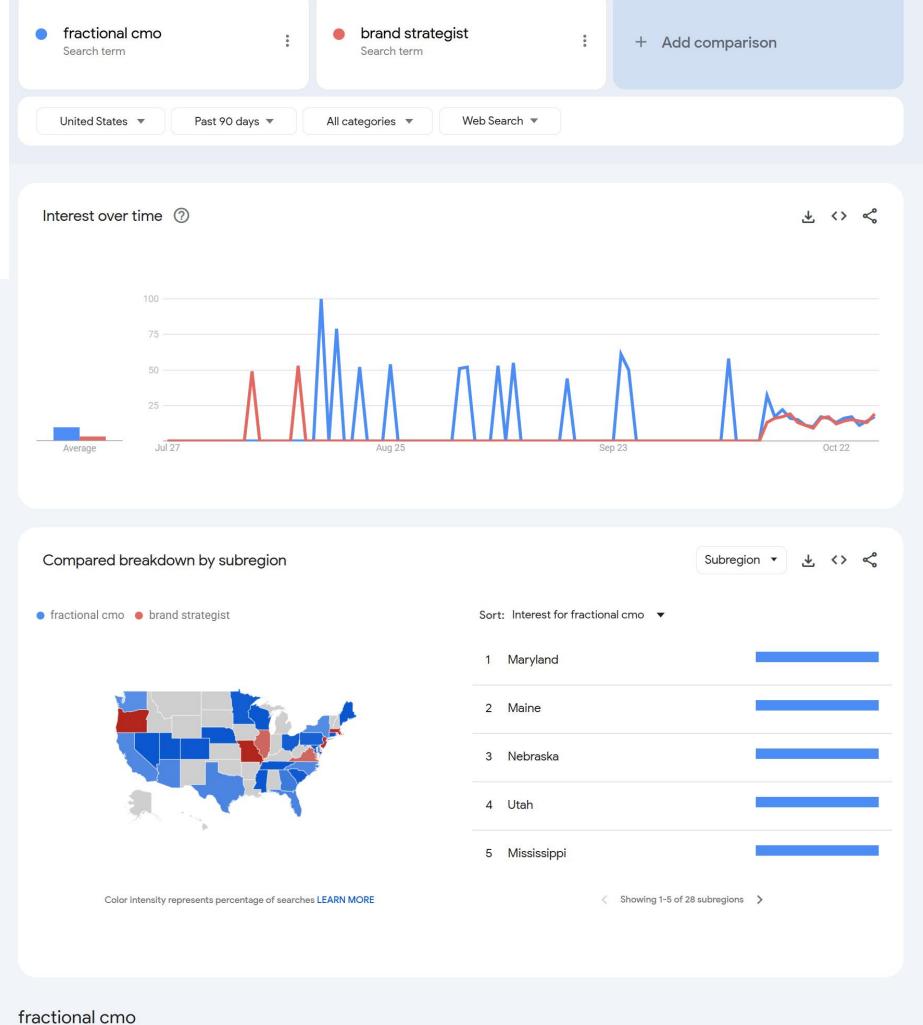
### AWARENESS





Get ideas from popular keywords







#### **Suggested Blog Topics for Floorology**

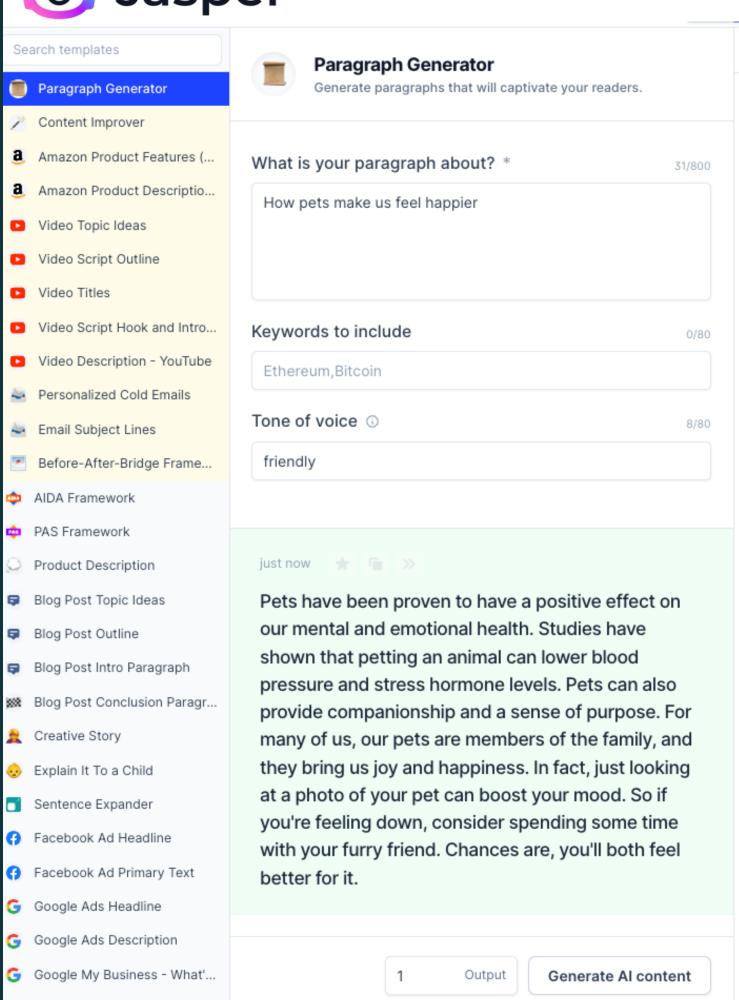
These blog topics align with Floorology's content pillars (Craftsmanship & Quality, Personalized Design, Stress-Free Experience) and SEO best practices, ensuring they attract the right audience and drive conversions.



- What Makes a High-Quality Flooring Installation? (NTCA-certified techniques and expert craftsmanship.)
- 2. How to Choose the Right Tile for Your Home: A Guide to Durability & Style (Porcelain vs. ceramic, size, finishes.)
- 3. The Benefits of a Professionally Installed Custom Tile Shower (Waterproofing, longevity, and aesthetics.)
- 4. Why Your Home Deserves NTCA Five-Star Installation (Highlight Floorology's industry certifications.)
- Luxury Vinyl Plank vs. Hardwood: Which is Right for Your Home? (Durability, maintenance, and style.)



Ğ Gooale Mv Business - Event.



Pets have been proven to have a positive effect on our mental and emotional health. Studies have shown that petting an animal can lower blood pressure and stress hormone levels.

H1 H2 H3 H4

Pets can also provide companionship and a sense of purpose. For many of us, our pets are members of the family, and they bring us joy and happiness.

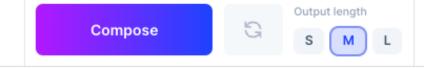
If you're considering getting a pet, there are a few things you should keep in mind. First, consider what type of animal would be a good fit for your lifestyle and personality.

Do some research to find out which pets require the most care and attention, and make sure you're prepared to meet their needs.

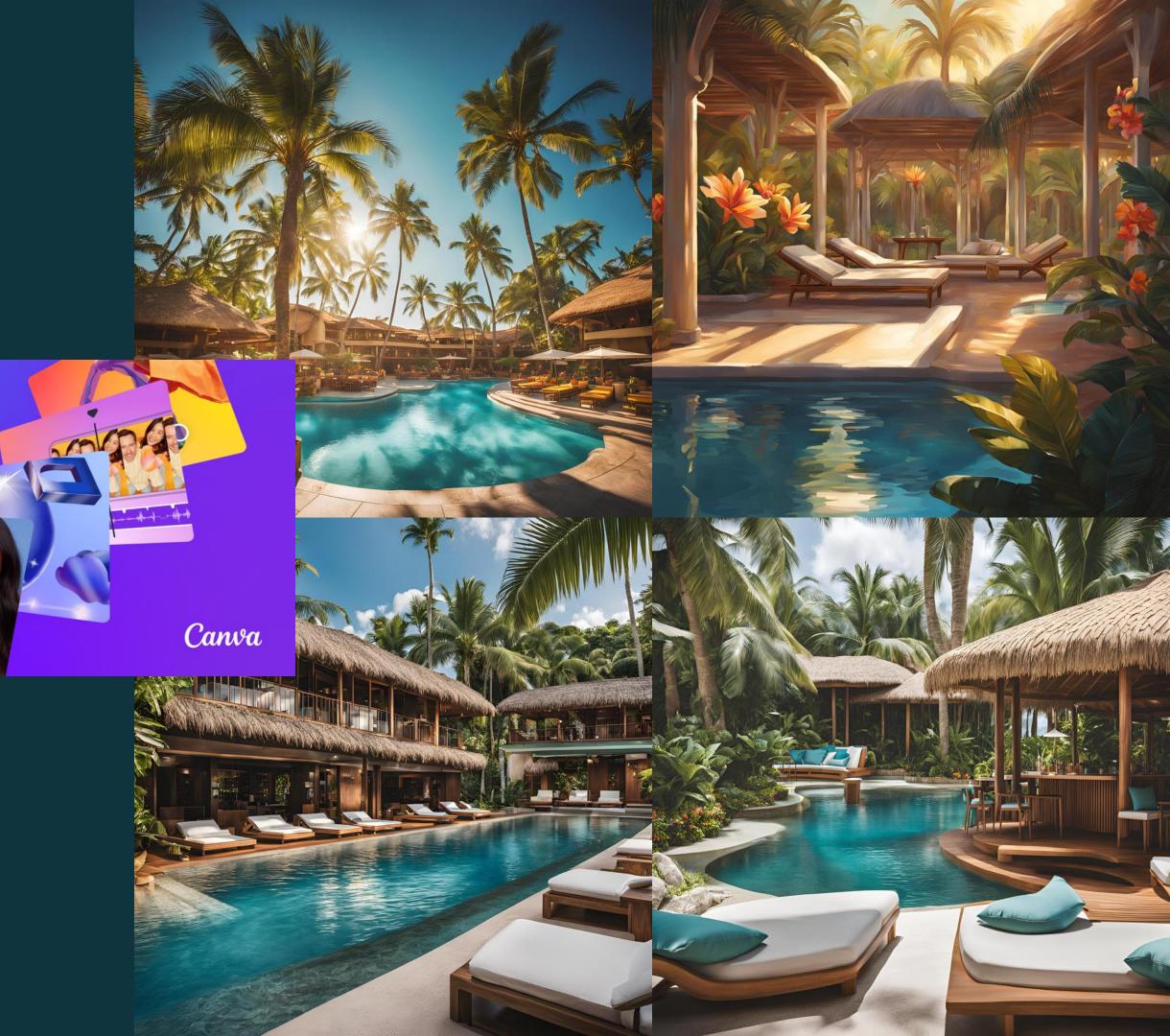
Once you've chosen your pet, be sure to visit your veterinarian regularly to keep them healthy and happy. Proper nutrition, exercise, and preventive care will help your pet live a long and healthy life.

Pets can bring a lot of love and joy into our lives. With a little thought and preparation, you can find the perfect pet for your family

In fact, just looking at a photo of your pet can boost your mood. So if you're feeling down, consider spending some time with your furry friend. Chances are, you'll both feel better for it.



Magic Studio

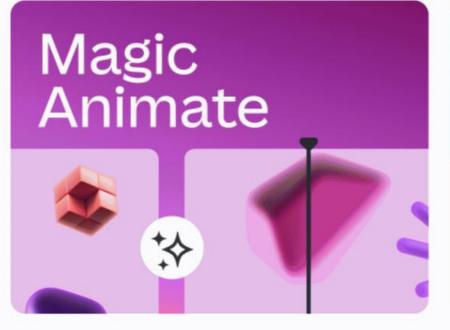
















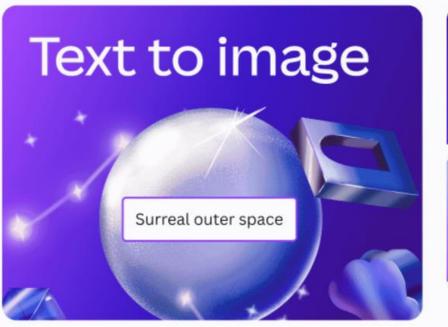
#### Brand voice

#### **Brand voice**

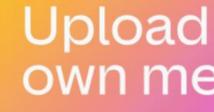
Playful or profession assertive? Easily get in your brand's void

Write an on-bra













Flourish charts and graphs



Swap languag



How about an inspirational quote graphic for social media?

Talked to chatgpt-plugin.canva.com ∨

Here's an inspirational quote graphic for social media that you can edit in Canva:





Let me know if you need any tweaks!

can you make it match the colors on this website? https://www.fletcherconsulting.com/

I can't directly match colors from a website, but you can easily edit the design in Canva to match the colors of Fletcher Consulting. Once you open the design, you can update the background, text, and other elements to align with their branding.

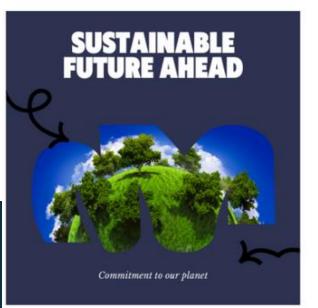
Would you like me to generate another design with a specific style or layout that fits their brand better?



0 0 0 0 0

yes, make another graphic. have it be a marketing related quote. match the website style

Here's a marketing-related quote graphic in a professional style. You can edit it in Canva to better match the colors and branding of Fletcher Consulting:



Feel free to adjust the colors, fonts, and layout to match Fletcher Consulting's branding. Let me know if you'd like another version!

0 0 0 0 0

do you have a marketing quote?

Sure! Here's a great marketing quote you can use:

"Marketing is no longer about the stuff that you make, but about the stories you tell." - Seth Godin

You can add this to the Canva design or let me know if you'd like a different quote! 😊

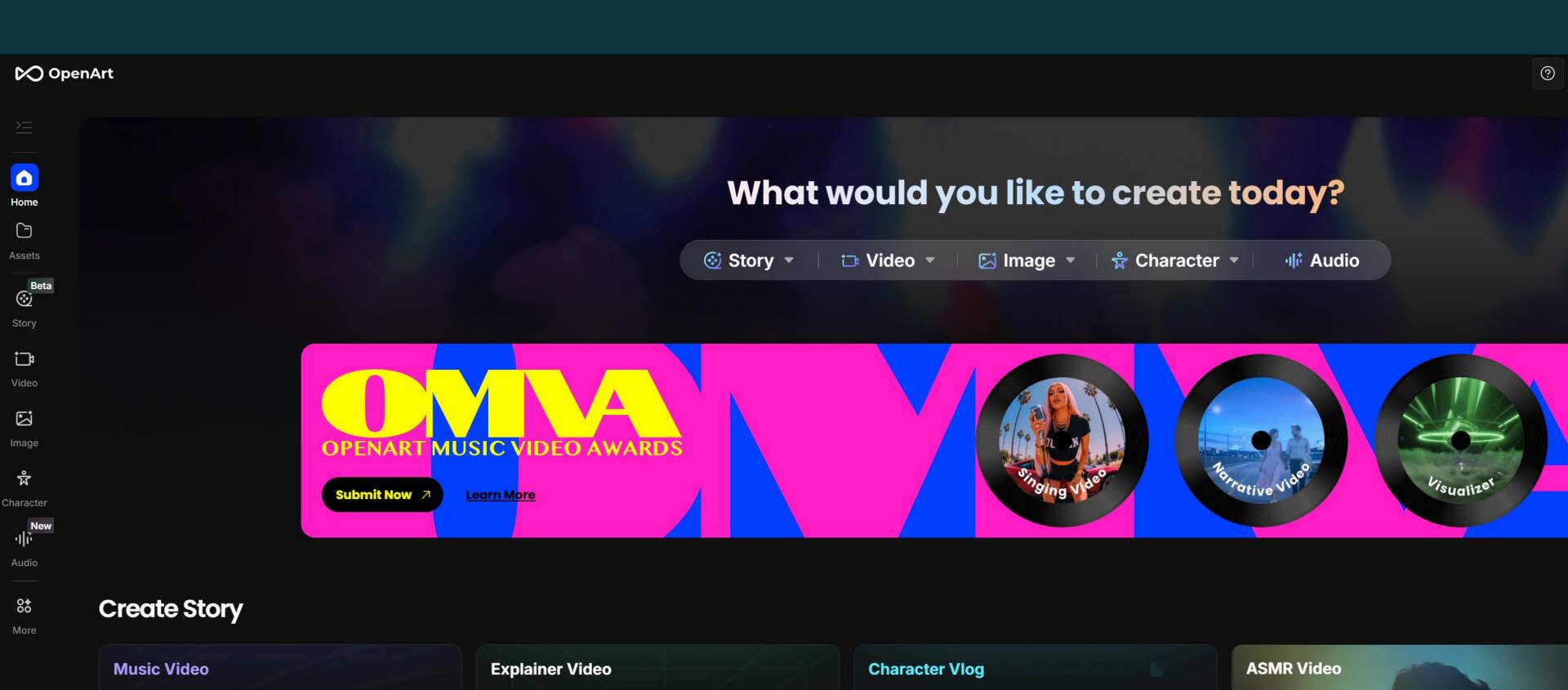
Here's a marketing quote graphic with a professional style. You can edit it in Canva to match Fletcher Consulting's colors and add the Seth Godin quote:



Once you open it in Canva, you can change the colors, fonts, and text to fit your brand perfectly. Let me know if you'd like another variation!

make a design with this quote in fletcher consulting colors.

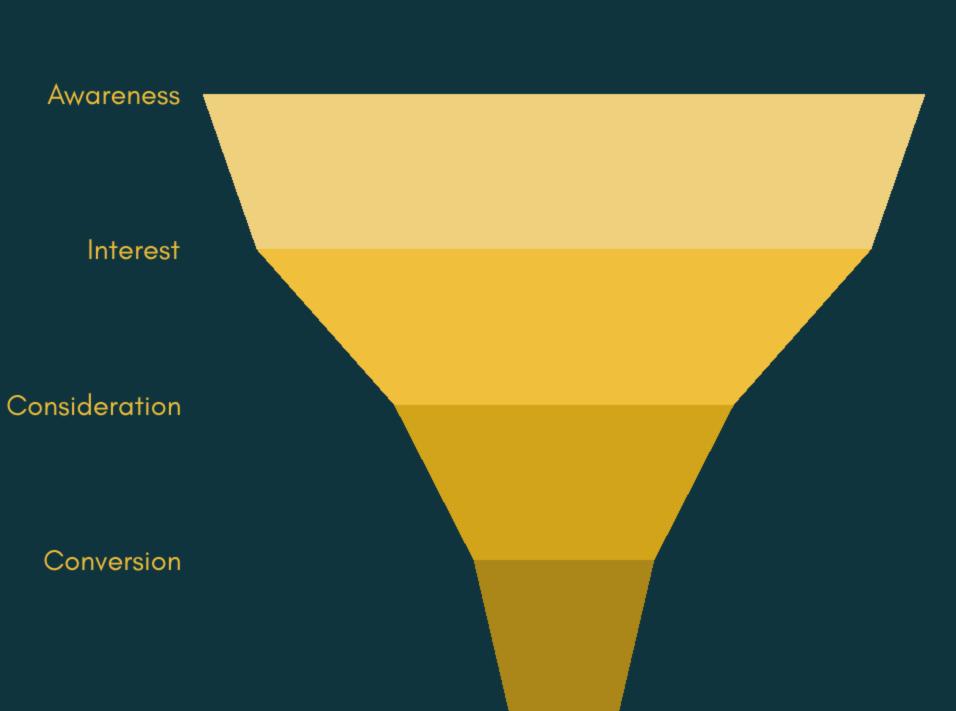
# VISUAL TOOLS



## INTEREST



- Personalize
- Time it right
  - Many platforms now include
     Send-Time Optimization (STO)





 HubSpot Free CRM – Al suggests email subject lines and follow-ups

Constant Contact Al – Writes email
 drafts & schedules sends

 Brevo (formerly Sendinblue) – Free plan for automated email sequences

### Simple Al Chatbot Tools

Facebook Messenger Auto-Responses –
 Free chatbot for quick replies

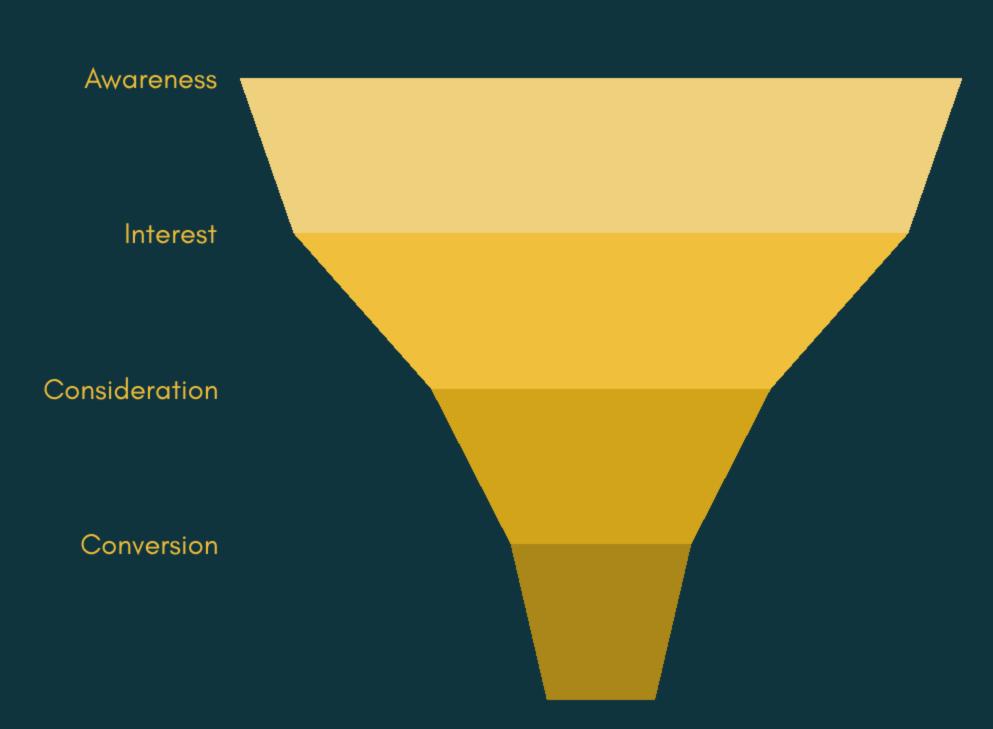
 Tidio (Free Plan) – Easy website chatbot for small businesses

 HubSpot Free Chatbot – Built into HubSpot's free CRM

## CONSIDERATION



- Compare and Evaluate
- Serve up the right testimonial, demo, offer



## CONSIDERATION



Set up audiences

[GA4] Predictive metrics



#### About predictive metrics

Google Analytics automatically enriches your data by bringing Google machine-learning expertise to bear on your dataset to predict the future behavior of your users. With predictive metrics, you learn more about your customers just by collecting structured event data.

Metric	Definition
Purchase probability	The probability that a user who was active in the last 28 days will log a specific <a href="key event">key event</a> within the next 7 days.
Churn probability	The probability that a user who was active on your app or site within the last 7 days will not be active within the next 7 days.
Predicted revenue	The revenue expected from all purchase key events within the next 28 days from a user who was active in the last 28 days.
In-app purchase probability	The probability that a user who was active in the last 28 days will trigger an in_app_purchase event within the prediction window.

Currently, only purchase/ecommerce\_purchase and in\_app\_purchase events are supported for the Purchase probability and Revenue prediction metrics.

HubSpot predictive lead scoring

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	Criteria	Contacts	Settings								
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<ul> <li>Fit group A</li> </ul>				Group score limit +/- 0 points remaining	100				9		
Associated company = Association setting	s					^	¥		8		
Properties											
Country/Region •	is equal to any of	•									
Austria ×					Add	10	points	;			
Company Type *	is any of	-			Add	1	points	1			
Herchant ×					Add		points				
[*] Region (demo data)	is any of	-			Add	1	points	:			
LatAm (Latin America) ×	https://www.l	hubspot.c	om/produ	ucts/marketin		scor		1			

### CONVERSION

- A/B test
  - On HubSpot
    - Email: subject line, offer, images, etc.
    - Website: pages, landing pages
- Automate follow-up
  - Trigger a thank you email when a contact downloads a resource or fills out a form
  - Assign sales rep
  - Set follow-up tasks



# WHERE CAN YOU OPTIMIZE?



Interest

Awareness

Consideration

Conversion



### Give feedback to Terra L.



#### Scan this QR code



#### Or go to

#### https://talk.ac/terralfletcher

and enter this code when prompted

FOX



## TRY A TOOL

- Chat GPT
- Jasper Al
- Dall E
- Canva
- Hubspot
- Constant Contact
- Brevo
- Facebook Messenger auto responder
- Tidio chatbot
- \*Al tool built into another tool you already use

